

# PRIVACY POLICY

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## 1. INTRODUCTION

**Tradie Law is a division of Ford Sumner (“we”, “us”, “our”).** We are committed to keeping your information safe and ensuring compliance with our legal obligations under the Privacy Act 2020 (“**the Act**”).

This policy sets out how we will collect, store, use, disclose and protect your personal information.

Personal information is information about an identifiable individual (a natural person).

This policy does not limit or exclude any of your rights under the Act. If you wish to seek further information on the Act, see [www.privacy.org.nz](http://www.privacy.org.nz)

## 2. WHAT DATA WE COLLECT

We only collect the personal information you give us (for example, your name, date of birth, and contact details), and information acquired through other sources or means mentioned within this policy. We may also keep a record of any information that you acquire from us.

## 3. WHO WE COLLECT YOUR PERSONAL INFORMATION FROM

We collect personal information about you from:

- you, when you provide that personal information to us, including via the website and any related service, through any registration or subscription process, through any contact with us (e.g. telephone call or email), or when you buy or use our services and products
- third parties where you have authorised this or the information is publicly available

If possible, we will collect personal information from you directly.

## 4. HOW WE USE YOUR PERSONAL INFORMATION

We will use your personal information:

- to verify your identity
- to provide services to you
- to market our services to you, including contacting you electronically (e.g. by text or email for this purpose)
- to improve the services that we provide to you
- to undertake credit checks of you (if necessary)
- to bill you and to collect money that you owe us
- to respond to communications from you, including a complaint

- to conduct research and statistical analysis (on an anonymised basis)
- to protect and/or enforce our legal rights and interests, including defending any claim
- for any other purpose authorised by you or the Act

## **5. DISCLOSING YOUR PERSONAL INFORMATION**

We may disclose your personal information to:

- an entity related to or controlled by this firm
- any business that supports our services, including any person that hosts or maintains any underlying IT system or data centre that we use to provide the website or other services
- a credit reference agency for the purpose of credit checking you
- other third parties (for anonymised statistical information)
- a person who can require us to supply your personal information (e.g. a regulatory authority)
- any other person authorised by the Act or another law (e.g. a law enforcement agency)
- any other person authorised by you

A business that supports our services and products may be located outside New Zealand. This may mean your personal information is held and processed outside New Zealand.

## **6. RETENTION OF YOUR PERSONAL INFORMATION**

We will retain personal data collected by us for as long as is necessary for the purpose for which it was collected. Personal data may be held for longer periods where extended retention periods are required by law or regulation and as necessary in order to defend our legal rights.

## **7. PROTECTING YOUR PERSONAL INFORMATION**

We will take reasonable steps to keep your personal information safe from loss, unauthorised activity, or other misuse.

## **8. ACCESSING AND CORRECTING YOUR PERSONAL INFORMATION**

Subject to certain grounds for refusal set out in the Act, you have the right to access your readily retrievable personal information that we hold and to request a correction to your personal information. Before you exercise this right, we will need evidence to confirm that you are the individual to whom the personal information relates.

In respect of a request for correction, if we think the correction is reasonable and we are reasonably able to change the personal information, we will make the correction. If we do not make the correction, we will take reasonable steps to note on the personal information that you requested the correction.

If you want to exercise either of the above rights, email us at [privacy@fsl.nz](mailto:privacy@fsl.nz)  
Your email should provide evidence of who you are and set out the details of your request (e.g. the personal information, or the correction, that you are requesting).

We may charge you our reasonable costs of providing to you copies of your personal information or correcting that information.

## 9. INTERNET USE

While we take reasonable steps to maintain secure internet connections, if you provide us with personal information over the internet, the provision of that information is at your own risk.

If you follow a link on our website to another site, the owner of that site will have its own privacy policy relating to your personal information. We suggest you review that site's privacy policy before you provide personal information.

## 10. COOKIES

We may use cookies (an alphanumeric identifier that we transfer to your computer's hard drive so that we can recognise your browser) to monitor your use of the website. You may disable cookies by changing the settings on your browser, although this may mean that you cannot use all of the features of the website.

## 11. CHANGES TO THIS POLICY

We may change this policy by uploading a revised policy onto our website. The change will apply from the date that we upload the revised policy.

## 12. CONTACTING US

If you have any questions about this privacy policy, our privacy practices, or if you would like to request access to, or correction of, your personal information, you can contact us at [privacy@fsl.nz](mailto:privacy@fsl.nz)

***This policy was last updated in November 2022.***